

Workgroup E
Education, Meaningful Consumer Involvement and Oversight

Revised Report to the Michigan Medicaid Task Force
March 14, 2005

Principle #12

“All stakeholders will have meaningful roles in the ongoing planning, design, implementation and oversight efforts to achieve the recommendations of the Michigan Medicaid Long Term Care Task Force and the long term care efforts of the Department. Consumers, families and their representatives will be the principal participants.”

Recommendation for Implementation of Principle #12

Michigan Long Term Care Commission

The Michigan Long Term Care Commission will provide meaningful consumer oversight to the state’s reform and rebalancing of the long term care system.

Appointment

The Michigan Long Term Care Commission will be established in state legislation with the governor appointing members for three-year staggered terms.

Membership

The membership of the Commission will be seven (7) primary consumers of long term care or their family members or other representatives (including four (4) primary consumers of Medicaid), seven (7) secondary consumers (direct care workers and consumer advocates), seven (7) representatives of other stakeholders including provider organizations, and a limited number of ex officio (non-voting) members representing state government. Staff from the appropriate department or long term care entity will provide resource and staff support to the Commission. The consumer members will be provided individualized support (e.g. transportation or personal assistance) as requested so that they can be effective members of the Commission.

Authority

Policy and Programs

In partnership with the executive branch and the appropriate department or designated long term care entity, the Commission will develop and establish policy regarding all long term care programs including the public awareness and education campaign.

Budget

In partnership with the executive branch and the appropriate department or designated long term care entity, the Commission will participate in the development of the budget for Michigan’s long term system that implements established policy and meets demonstrated consumer preferences and needs. The commission will make recommendations regarding the same to the legislature.

Spending

The Commission will continuously monitor spending and budget implementation including how well expenditures match policy decisions and initiatives based on demonstrated consumer preferences and needs.

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Single Point of Entry (SPE)

The Commission will see to the development of and approve the criteria for the SPEs pursuant to the recommendations of the Michigan Medicaid Long Term Care Task Force as well as assuring local consumer oversight and involvement with SPEs.

The Commission will authorize the selection of local entities to serve as local SPEs.

Performance and Quality

The Commission will help develop and approve quality assurance measures for monitoring the efficiency, effectiveness and performance of local initiatives including local oversight of and consumer involvement with the SPEs.

Using feedback from the performance and quality assurance monitoring, the Commission will make recommendations to improve the operational performance of SPE entities. The Commission will have the authority to approve corrective action plans for SPE entities, terminate the SPE role for an agency that does not meet the standards, and authorize the selection of a new local entity, if necessary.

The Commission will play a similar role for all other entities in long term care including new initiatives involved in rebalancing the system.

Principle #13

“Educate consumers, families, service providers and the general population about the array of long term care options available so that consumers can make informed choices and plan for the future.”

Recommendation for Implementation of Principle #13**Public Awareness and Education Campaign**

The goals of the public awareness and education campaign are:

1. Increase awareness of the Single Point of Entry (SPE) agencies through uniform branding of local agencies throughout the state (with uniform naming and logo, a single Web site, and a geo-routed toll free number).
2. Increase awareness among consumers, prospective consumers and their family members of long term care services that consumers can choose from the array of long term care supports, determine their needs through the person-centered planning process, and have the option to control and direct their supports.
3. Authorize continuing education for professionals (including doctors, nurses, pharmacists, dentists, psychologists, administrators of long term care facilities, discharge planners, social workers, and certified nursing assistants) on the role of the single point of entry agency, the value of the person-centered planning process, the array of long term supports available, and options for consumers to direct and control their supports so that these professionals can direct individuals to the single point of entry and support them in making informed choices and planning for their future.
4. Assure that state employees involved in any aspect of long term care are provided mandatory training on the value of the person-centered planning process, the array of long term supports available, and options for consumers to direct and control their supports.
5. Provide an orientation to legislators and their aides and officials in the executive branch on the value of person-centered planning, the array of long term supports available, and options for consumers to direct and control their supports.
6. Create an educational program for children K-12 to learn about career opportunities in direct care and other aspects of long term care, and the components of the new long term care system (the array of long term care supports available, the value of the person-centered planning process, and options for consumers to direct and control their supports) so that children can share this information with their family members.

Strategies for implementation of the goals are:

1. Develop criteria for and authorize hiring of a social marketing firm to develop a branding and public awareness campaign that includes the following components:
 - Uniform identity including name and logo for the single point of entry agencies;
 - Public awareness campaign that includes radio and television public service announcements, print ads, brochures and other appropriate educational materials; and
 - Local media and awareness tool kit that single point of entry agencies can use to outreach to and raise awareness among all stakeholders.
2. Develop criteria for and authorize hiring of a Web design firm and an expert in creating materials for the targeted populations (e.g. seniors and people with a variety of disabilities) to design an informative, user friendly Web site that can serve as a single point of information regarding long term care in Michigan. This Web site will maintain the look, name and logos developed for the branding and public awareness campaign. The Web site will include comprehensive information on long term care, have well-developed keywords and navigation capabilities, and be linked to major search engines and other relevant Web sites in a way that makes them easily accessible.
3. Establish criteria for and authorize the development of curricula for education of professionals (including doctors, nurses, pharmacists, dentists, psychologists, administrators of long term care facilities, discharge planners, social workers, and certified nursing assistants) that can be included in academic programs and continuing education requirements for licensing and/or certification and will be implemented over time.
4. Establish criteria for and authorize development of a variety of training and educational materials targeted to the specific groups described above (state employees involved in long term care, legislators and their aides, and children K-12).